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CLAIMS:

1. A method of enabling a UPnP-compliant MediaRenderer-Control Point combination to use an organizational context of a content item as represented in a UPnP Content Directory Service, the method comprising enabling the combination to receive a URI representative of a Content Directory Service description.

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- 2. The method of claim 1, comprising enabling the combination to receive the URI together with an objectID representative of the content item.
- 3. The method of claim 1, comprising providing a ProtocolInfo string referring to the content item and the organizational context for enabling the combination to retrieve a further URI representative of the content item for being streamed using a streaming protocol.
 - 4. The method of claim 3, wherein the streaming protocol is proprietary.
- 5. An electronic device comprising a UPnP-compliant MediaRenderer-Control Point combination configured to exploit an organizational context of a content item as represented in a UPnP Content Directory Service, the device being configured to process a URI representative of the Content Directory description.
- 20 6. The device of claim 5, configured to process an objectID, representative of the content item, together with the URI.
 - 7. The device of claim 5, configured to process a ProtocolInfo string referring to the content item and the organizational context for enabling the combination to retrieve a further URI representative of the content item for being streamed using a streaming protocol.
 - 8. The device of claim 7, configured to implement the streaming protocol that is proprietary.

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9. Control software for installation on a UPnP-compliant MediaRenderer-Control Point combination for enabling the MediaRenderer to exploit an organizational context of a content item as represented in a UPnP Content Directory Service, the software being configured to process a URI representative of the Content Directory description.

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- 10. The control software of claim 9, configured to process an objectID, representative of the content item, together with the URI.
- The control software of claim 9, configured to process a ProtocolInfo string
 referring to the content item and the organizational context for enabling the combination to retrieve a further URI representative of the content item for being streamed using a streaming protocol..
- 12. The control software of claim 11, configured to control to implement the streaming protocol that is proprietary.